



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MBA/DIM 1ST Semester Assignment

Last date of Submission- 15 January 2011.

Programme Code- BBA -10

Course Code: BBA -105

Course Name- Introduction to Psychology

Maximum Marks-40

Section-A

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following (1 to 8)-

1. Analyze human being as an organism.
2. "Yoga is a way of life". Explain the statement.
3. Write a short note on illusion.
4. Explain James- Lange theory of emotion.
5. Praveen is a good athlete but for some time he is feeling low and his performance is deteriorating. Suggest any two ways to improve his performance.
6. What is Personality?
7. Describe any two Indian perspectives in understanding human nature.
8. What is motivation?

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.

1. Define the processes of generalization, extinction and discrimination in classical conditioning.
2. Explain the Jung's theory of personality.

3. Explain the ERG theory of motivation. How does it significantly differ from Maslow's model of motivation?
4. Critically evaluate James –Lange theory of emotion.

